

# YUKON BUREAU OF STATISTICS

## YUKON RETAIL SALES

2011

### Highlights:

- Yukon's 2011 retail sales totalled \$662.2 million - the highest annual sales for any year on record, and an increase of 10.6% from 2010.
- *Food and Beverage Stores* increased by \$8.2 million, or 4.4%.
- In comparison with other parts of Canada, Yukon's 2011 10.6% annual growth was the highest of any province or territory.

### Retail Sales

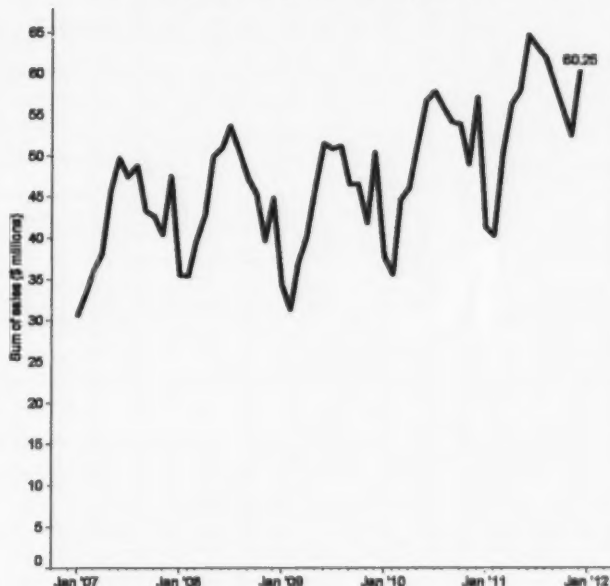
The annual value of Yukon's retail sales has increased each year since Yukon data became available in 1991, with the exception of two slight declines - one in 2004 (-2.0%) and the other 2009 (-1.5%).

The annual sum of sales in 2011, \$662,233,000, was a 10.6% increase over the value of sales in 2010.

Retail sales show a marked seasonal pattern in Yukon with peaks in June through August and then again in December.

Yukon's total retail sales can, to some extent, be broken out by NAICS (North American Industry Classification System). Retail Sales by Industry in this publication are arranged according to their NAICS coding rather than their size relative to total Retail Sales.

Yukon Retail Sales, Jan 2007 to Dec 2011



### About Retail Trade

Retail trade figures are estimates of the sum of retail sales in an area. Canada's sales levels are published on a monthly basis, both seasonally adjusted and not seasonally adjusted for all provinces and territories and for three census metropolitan areas. The monthly results are released by Statistics Canada about 50 days after the end of the reference month.

This publication includes data from the monthly Retail Trade Survey. Statistics Canada also releases annual figures based on the annual Retail Trade Survey; however, these figures are not discussed in this publication as they are released two years after the reference period and are not directly comparable to the monthly figures.

### Related Links

- StatsCan's monthly publication: <http://www.statcan.gc.ca/bsolc/olc-cel/olc-cel?lang=eng&catno=63-005-XWE>
- Retail sales on our website: [http://www.eco.gov.yk.ca/stats/stats\\_retail.html](http://www.eco.gov.yk.ca/stats/stats_retail.html)
- Yukon Monthly Statistical Review - including the most recent monthly retail and wholesale trade figures: <http://www.eco.gov.yk.ca/stats/monthlyreview.html>
- Monthly Yukon Fuel Price Survey: [http://www.eco.gov.yk.ca/stats/stats\\_princ.html](http://www.eco.gov.yk.ca/stats/stats_princ.html)

## Monthly Retail Sales by Industry and Growth, 2011

Retail sales are broken out by industry classification, and we have six major industry groups with data for all months for 2011. A summary of the proportion of Yukon's total 2011 retail sales by those available industries is on the right.

We have had monthly numbers for *Food and beverage stores* and *Clothing and clothing accessories stores* since 2004; now four additional industries' figures are available through 2011.

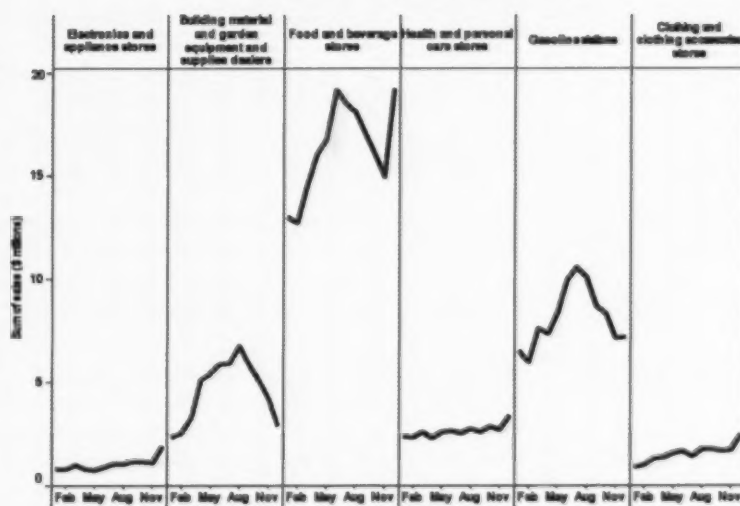
2011 marked the first year information was released on *Electronics and appliance stores*, *Building material and garden equipment and supplies dealers*, *Gasoline stations*, and *Health and personal care stores*.

- *Electronics and appliance stores'* sales were fairly level from January through November, then peaked in December at \$1.9 million. The annual sum of sales in this industry was \$12.4 million.
- *Building material and garden equipment and supplies dealers'* sales show marked seasonality, with strong sales in the summer months. Sales peaked in August at \$6.7 million; annual sales totalled \$55.1 million.
- *Food and beverage stores'* sales also show marked seasonality, with strong peaks in the summer months and again in December. June's peak of \$19.1 million was a record high; annual sales totalled \$195.7 million.
- *Health and personal care stores'* sales remained fairly even throughout the year, with a slight increase in December. Annual sales totalled \$31.5 million.
- *Gasoline stations'* sales were much stronger in the 2011 summer months, peaking at \$10.5 million in July. Annual sales were \$97.4 million.

### Proportion of Total 2011 Retail Sales Represented by Selected Industries

Industry Classification	Percent of total retail sales
Food and beverage stores	29.6%
Gasoline stations	14.7%
Building material and garden equipment and supplies dealers	8.3%
Health and personal care stores	4.8%
Clothing and clothing accessories stores	2.8%
Electronics and appliance stores	1.9%
Other Industries not listed	37.9%

### 2011 Retail Sales by Selected Industry



- *Clothing and clothing accessories stores'* sales tend to climb from January through the summer months, dip slightly in the fall, and then spike in December. The December 2011 sales of \$2.4 million were slightly below December 2010's record high sales; total sales in 2011 were \$18.4 million.

### Monthly Sales by Selected Industry (\$000s)

2011	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Retail trade	41,316	40,274	50,212	56,204	57,827	64,537	63,113	61,815	58,674	55,615	52,392	60,254
Motor vehicle and parts dealers	6,956	7,018	10,165	12,746	10,484	11,209	10,756	8,951	x	x	x	x
Furniture and home furnishings stores	1,225	1,065	1,383	1,436	1,249	1,401	1,296	1,241	x	x	x	x
Electronics and appliance stores	809	801	978	787	753	914	1,041	1,065	1,149	1,132	1,120	1,870
Building material and garden equipment and supplies dealers	2,340	2,506	3,258	5,106	5,400	5,874	5,882	6,698	5,832	5,102	4,192	2,863
Food and beverage stores	12,937	12,675	14,546	15,991	16,746	19,124	18,443	18,074	17,029	16,038	14,945	19,170
Supermarkets and other grocery (except convenience) stores	10,089	9,449	10,801	11,841	11,956	13,239	14,081	12,698	12,446	11,901	11,112	13,576
Health and personal care stores	2,359	2,348	2,601	2,295	2,580	2,623	2,542	2,711	2,578	2,858	2,684	3,331
Gasoline stations	6,468	5,966	7,599	7,343	8,331	9,919	10,527	10,030	8,670	8,284	7,115	7,157
Clothing and clothing accessories stores	892	983	1,283	1,348	1,537	1,679	1,419	1,737	1,777	1,638	1,713	2,432
Clothing stores	623	633	841	935	1,007	1,040	854	1,087	1,206	1,187	1,238	1,610
General merchandise stores	x	x	x	x	x	x	x	x	x	x	x	x
Other general merchandise stores	1,866	1,632	2,097	x	x	x	x	x	x	x	x	x

x = data suppressed to meet confidentiality requirements

## Annual Retail Sales by Industry and Growth

In 2011, data for eight industries and subsets in Yukon were available, representing 62% of Yukon retail sales.

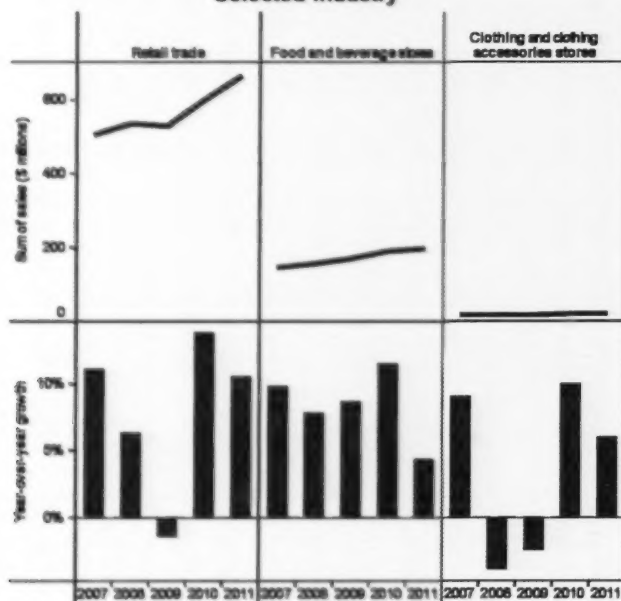
Before 2004, Yukon retail sales data was not available by

NAICS breakdown. Between 2004 and 2009 data for four industries became available, and in 2011 four more industries were added. (Note that annual totals are not given for industries without twelve months of data available.)

	2007	2008	2009	2010	2011
<b>Sum of sales (\$000s)</b>					
Retail trade	502,655	534,455	526,653	599,029	662,233
Motor vehicle and parts dealers	x	x	x	109,882	x
Furniture and home furnishings stores	10,518	11,476	12,364	15,431	x
Electronics and appliance stores	x	x	x	x	12,419
Building material and garden equipment and supplies dealers	x	x	x	x	55,053
Food and beverage stores	143,611	154,846	168,276	187,498	195,718
Supermarkets and other grocery (except convenience) stores	x	x	x	135,601	143,189
Health and personal care stores	x	x	x	x	31,510
Gasoline stations	x	x	x	x	97,409
Clothing and clothing accessories stores	16,874	16,231	15,834	17,407	18,438
Clothing stores	x	x	x	11,904	12,261
Miscellaneous store retailers	x	x	x	23,457	x
<b>Year-over-year growth</b>					
Retail trade	11.1%	6.3%	-1.5%	13.7%	10.6%
Motor vehicle and parts dealers	x	x	x	x	n/a
Furniture and home furnishings stores	31.5%	9.1%	7.7%	24.8%	n/a
Electronics and appliance stores	x	x	x	x	n/a
Building material and garden equipment and supplies dealers	x	x	x	x	n/a
Food and beverage stores	9.8%	7.8%	8.7%	11.4%	4.4%
Supermarkets and other grocery (except convenience) stores	x	x	x	x	5.6%
Health and personal care stores	x	x	x	x	n/a
Gasoline stations	x	x	x	x	n/a
Clothing and clothing accessories stores	9.0%	-3.8%	-2.4%	9.9%	5.9%
Clothing stores	x	x	x	x	3.0%
Miscellaneous store retailers	x	x	x	x	n/a

x = data suppressed to meet confidentiality requirements

5-year Historical Retail Sales and Annual Growth by Selected Industry



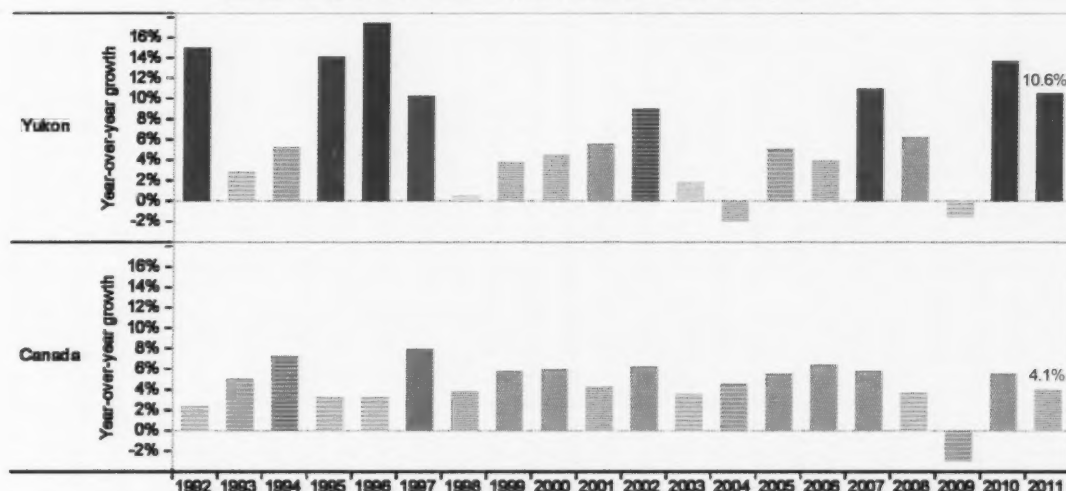
With many industries' data just becoming available recently, only two industries have Yukon data going back five years - *Food and beverage stores* and *Clothing and clothing accessories stores*.

The biggest contributor to Yukon's 2011 total retail sales is the *Food and beverage stores* industry with 29.6% of the total retail sales value. This industry has seen increasing sales each year for the past five years, although growth in 2011 was smaller than in the previous four years.

*Clothing and clothing accessories stores'* sales have fluctuated somewhat since 2007. However, 2011's annual sales of \$18.4 million are 5.9% higher than 2010's sales of \$17.4 million.

## Retail Sales Growth Across Canada

Annual Retail Sales Growth, Yukon and Canada, 1992 - 2011



- In both 2010 and 2011, Yukon had the highest percent growth of retail sales value of any province or territory in Canada at 13.7% (2010) and 10.6% (2011).
- In the past 20 years, Yukon's growth has ranged from a high of 17.4% in 1996 to a low of -2.0% in 2004.
- Yukon growth rates between 1992 and 2011 averaged 6.9%.
- Canada-wide, retail sales growth rates have averaged 4.6% over the past 20 years, with changes ranging from 8.0% in 1997 to -2.9% in 2009.

### 2011 Retail Sales by Selected Industry, Territories

North American Industry Classification	Yukon	NWT	Nunavut
		(\$000s)	
Retail trade	662,233	727,018	358,609
Food and beverage stores	195,718	221,739	82,789
Supermarkets and other grocery (except convenience) stores	143,189	125,198	69,623
Clothing and clothing accessories stores	18,438	12,248	x
Clothing stores	12,261	9,224	x

x = data suppressed to meet confidentiality requirements

Information sheet no. 61.192 - July 2012

**Yukon**  
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